



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Presentation of Donation for Lodi Station Parking Structure Walldog Mural Project by Central California Traction Company

MEETING DATE: April 19, 2006

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council receive the donation presented by the Central California Traction Company for the Lodi Station Parking Structure Walldog Mural project.

BACKGROUND INFORMATION: The Central California Traction Company (CCTC) has agreed to sponsor the Walldog Mural at the Lodi Station Parking Structure. Participation in the Mural project, and specifically at the Structure, was previously approved by the City Council.

This mural will be one of the largest and most dramatic of the eight murals being planned, as it will wrap around the corner of the building. A description of the mural is attached. This description will be incorporated into a plaque to be placed on the building.

Staff would like to thank and acknowledge the community spirit and outstanding cooperation of the CCTC and its owners, Union Pacific Railroad and Burlington Northern/Santa Fe, in this project which is an outcome of recent joint projects in the area. including the Measure K-funded Central City Railroad Safety Project which removed the tracks in Lodi Avenue.

FISCAL IMPACT: Not applicable

FUNDING AVAILABLE: Not applicable

Richard C. Prima, Jr.
Public Works Director

RCP/pmf

Attachment

cc: Dave Buccalo, Central California Traction Company
George Sturm, Union Pacific Railroad
Debbie Valentine, Burlington Northern/Santa Fe
Tony Segale

APPROVED: 
Blair King, City Manager

THE LODI STATION MURAL / Designed by Mark Oatis

This mural is designed in the Moderne or Art Deco style, which is appropriate to the Art Deco-influenced architectural design of the building itself. The mural will appear on the southern and eastern exposures of the parking structure and is intended to create interest from the eastern approach.

The mural's period design acknowledges the architectural theme but has much greater historic subtext.

The mural commemorates the events of August 16, 1927, when the Interstate Commerce Commission approved the sale of the Central California Traction Company to the Santa Fe, Western Pacific and Southern Pacific railroads. During the 1920's and earlier, buildings were often decorated in cast terra cotta tiles, many with bas-relief images that evoked the use of the building. The Lodi Station mural imagines a special terra cotta feature, commissioned by the partner railroads, ordered to honor the CCTC and to generate interest in its popular electric passenger service. The "tiles" would be composed of both sculptural and flat elements, having areas in both monochromatic color (to support the existing architectural scheme) and areas in brighter colors. With our mural, we will depict these effects through painted dimension, also known as Trompe l'oeil, or "fool the eye."

California was home to many important terra cotta designers and manufacturers, among them the Batchelder Tile Co., Malibu Tiles and California Faience. All operated during the mural's "Era of Significance."

The primary panel (on the east) is a Moderne Tableaux, with three bas-relief female figures in classical costume meant to represent the heritage railroads: they stand on a pedestal "engraved" with the 1927 date. In their arms, they hold a bear cub, which honors the State of California and the people of Lodi and which shows a relationship to the Arch, nearby. The primary panel is flanked by Art Deco columns, which intersect with the architectural frieze, above. The area above the panel contains the "newly commissioned" CCTC trademark, which sits in the middle of a field of Deco-styled scrollwork.

The secondary panel, facing south, is a smaller panel, located to the right of the parking entry. It represents a cast Art Deco sign, which identifies the Central California Traction Company and advertises, "Electric Service to Sacramento, Stockton and Points Intermediate." It is surrounded by the same architectural columns and scrollwork as the primary panel.

The frieze, above, runs the length of the south elevation, turns the corner and terminates at the primary panel. The frieze depicts stylized CCTC passenger cars, circa 1927, which are captured by additional cast trademarks – these also act as architectural capitals for the real building columns. The cars are numbered 201 through 208 – actual numbers which appeared on the cars during that era.

The mural will be rendered in water-based paint and will be painted during the Head West Letterhead meeting in Lodi, in May 2006.

CITY COUNCIL
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Mayor
BOB JOHNSON,
Mayor Pro Tempore
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CITY OF LODI



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Public Works Director

April 13, 2006

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SUBJECT: Presentation of Donation for Lodi Station Parking Structure ~~Walldog~~ Mural Project by
Central California Traction Company

Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, April 19, 2006. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the presentation portion of the agenda, near the beginning of the Council meeting.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter *to* City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, **be** sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, **please** contact Susan Blackston, City Clerk, at (209) 333-6702.

If you have any questions about the item itself, please call me at (209) 333-6759.

P. Farria

for: Richard C. Prima, Jr.
Public Works Director

RCP/pmf

Enclosure

cc: City Clerk